

## **ABSTRACT**

At first, human needs were only for survival, but over time, food is no longer just for survival but for satisfaction and lifestyle if you can consume various types of food, such as ice cream. Campina is a local Indonesian ice cream product that was founded in 1972. Campina Ice Cream's profit dropped due to the impact of the COVID-19 pandemic. This made Campina improve and innovate to maintain its position in the Indonesian ice cream industry market. Companies must carefully guard their positions and are expected to continue to improve their position in the industrial market by improving the quality of the products they produce. Good product quality and being well-known in the market will encourage consumers to choose and decide to buy good quality products. The purpose of this study is to analyze brand positioning on purchasing decisions which are moderated by product quality on Campina ice cream products in Bandar Lampung City. This research uses a quantitative approach with a descriptive research design. The sampling decision technique used non-probability sampling and purposeful sampling with data from as many as 385 respondents who were consumers of Campina ice cream products in Bandar Lampung City. Data analysis was assisted with the help of SmartPLS Version 3.2.9 software. Based on the results of the study, it can be concluded that there is a significant positive relationship between brand positioning and purchasing decisions, brand positioning and product quality, product quality and purchasing decisions, as well as an indirect relationship between brand positioning and purchasing decisions through product quality. In the research results, the role of product quality as a mediating variable strengthens the influence of brand positioning on purchasing decisions.

**Keywords:** brand positioning, product quality, purchasing decision.